

A woman with curly hair is shown in profile, looking down at a smartphone she is holding in her hand. She is wearing a white lab coat and a gold necklace. The background is a blurred clinical or office setting with other people and equipment.

# ATLAS™

ADDICTION TREATMENT LOCATOR,  
ASSESSMENT, AND STANDARDS PLATFORM

CREATED BY SHATTERPROOF

# Shatterproof Overview



## Reversing the Course of the Addiction Crisis In America

**Transforming  
Addiction Treatment**

**Shattering Stigma**

**Supporting &  
Educating  
Our Communities**

**Advocacy &  
Policy Change**

# Standardize Quality Expectations

## Shatterproof National Principles of Care<sup>©</sup>



#1. Routine screenings in every medical setting



#5. Coordinated care for every illness



#2. A personal plan for every patient



#6. Behavioral health care from legitimate providers



#3. Fast access to treatment



#7. Medication for addiction treatment



#4. Long-term disease management



#8. Recovery support services beyond medical care

# Payers Sign-On to National Principles of Care

23 health insurers – covering 250 million lives – agree to identify, promote, and reward care aligned with the Principles



# Finding Addiction Treatment



- **Misinformation**
- **Limited objective or unbiased information**
- **Unclear what to look for**
- **Predatory marketing practices**
- **Hijacking ad words**
- **Patient Brokering**

# What is ATLAS™?

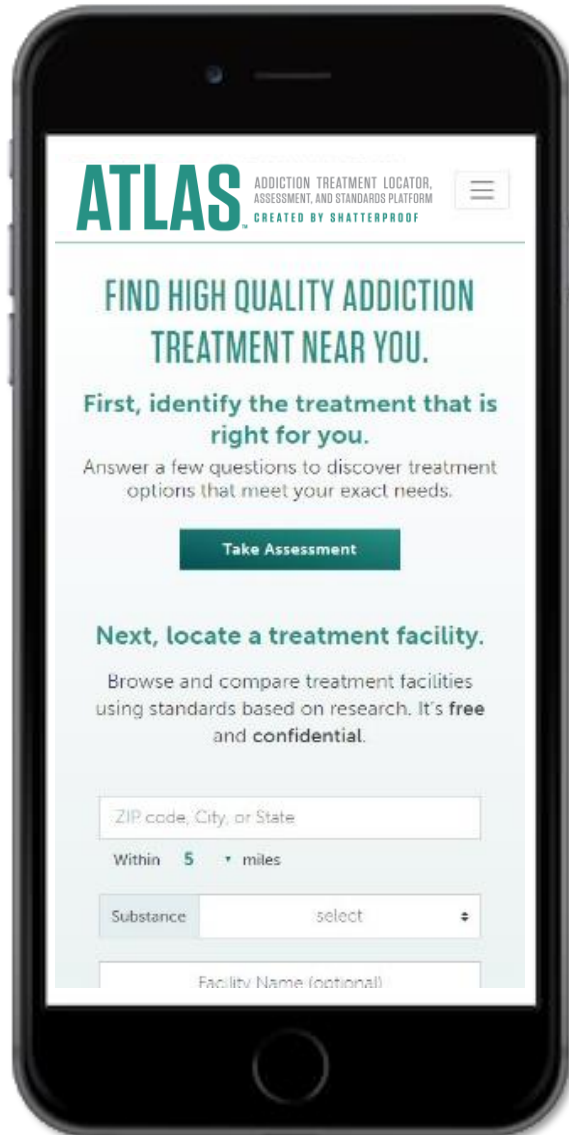


A **web-based platform** that deploys validated measures to assess the quality of **addiction treatment facilities**. These data are then **publicly displayed** as trustworthy, standardized information for people to use when seeking care.

ATLAS™ also offers **password-protected portals** for providers, states, and health insurers to use the data to drive the adoption of best practices through policy and payment reform and provider quality improvement efforts.

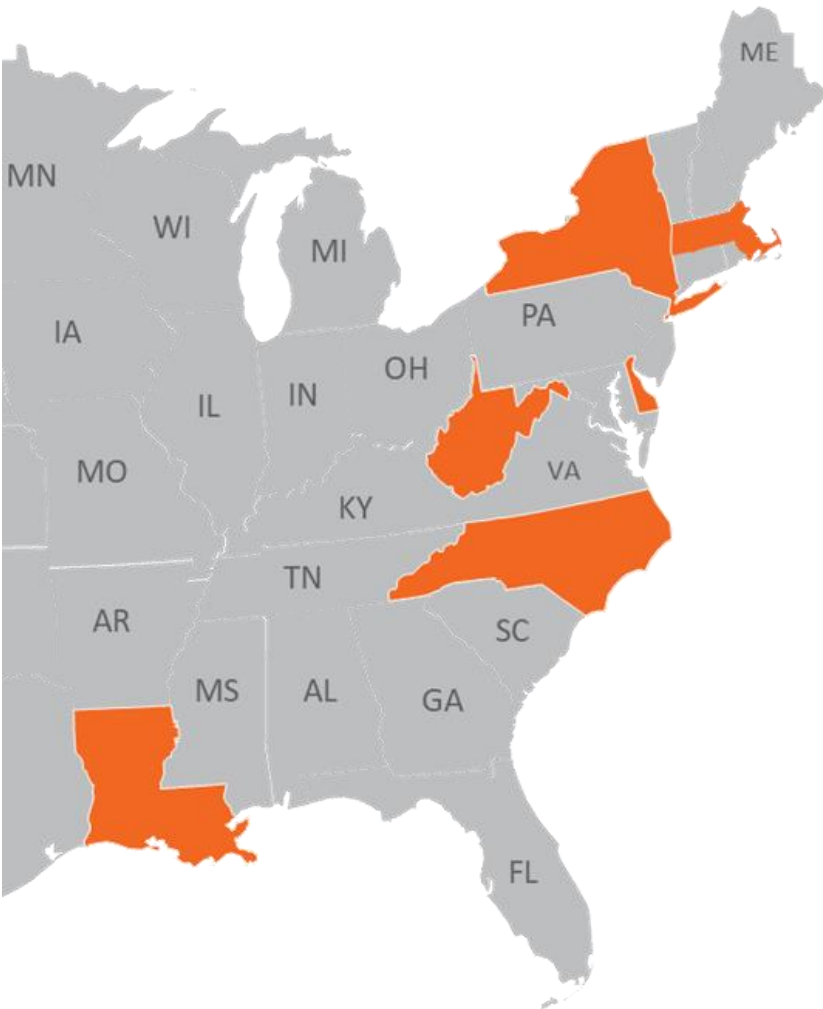
*By setting a standard of quality for and bringing transparency to the addiction treatment space, ATLAS empowers patients to make informed care decisions while encouraging efforts to improve overall treatment quality.*

# ATLAS Differentiators



- ✓ Aims to improve the standard of addiction treatment nationally
- ✓ Provides transparent indicators of quality treatment as agreed upon by experts
- ✓ Uses validated, unbiased data sources
- ✓ Not funded by providers or “pay-to-play”
- ✓ Designed with input from end-users to ensure an optimal user experience
- ✓ Uses a comprehensive list of specialty addiction treatment facilities, not just “luxury” facilities
- ✓ Displays patient feedback
- ✓ Includes educational content

# ATLAS Phase 1



Implemented in **six states** in partnership with an anchor agency or organization.

Included the formation of a **State Advisory Committee** in each state.

Lists all **specialty addiction treatment facilities** that offer withdrawal management (“detox”) OR addiction treatment (services that focus on initiating and maintaining an individual’s recovery from substance use and on averting relapse).

Tested the utility of 3 data sources to assess quality.



# Data Sources

**Multiple validated data sources** were used to assess whether facilities are delivering care consistent with the Principles



## **Treatment Facility Survey**

An online survey administered at the facility level that assesses processes, structures, and services.



## **Patient Experience Survey**

A series of multiple-choice questions about the use of clinical best practices and perceptions of care and one open-ended question to be completed by patients or loved ones acting as a patient proxy.



**TreatmentATLAS.org**  
**launched on July 21, 2020!**

# ATLAS Website Traffic Since Launch

Region	Sessions ① ▾
New York	14,690
North Carolina	8,196
Massachusetts	3,687
Louisiana	3,010
Texas	2,311
West Virginia	2,121
Florida	1,049
Virginia	978
New Jersey	913

## Website Traffic

*July 21, 2020 – October 6, 2020*

Over 39,000 Unique Visitors

48,821 Sessions Since Launch

1,000+ Assessment  
Completions

# ATLAS Home Page



## FIND HIGH QUALITY ADDICTION TREATMENT

Confidentially, learn what treatment type might be right for your needs by answering a few questions.

[Take Assessment](#)

Find and compare treatment facilities using trustworthy information on treatment quality.

Within  miles

[A note on insurance](#) ⓘ

NOTE: ATLAS currently includes facilities in 6 states - Delaware, Louisiana, Massachusetts, New York, North Carolina, and West Virginia - but plans to expand nationally. [Learn more.](#)

# The Addiction Treatment Needs Assessment



[Contact Us](#)

[Find Treatment](#) [Learn About Treatment](#) [About ATLAS](#)

## Addiction Treatment Needs Assessment

Not sure what type of treatment is right for you or a loved one?

### Take this assessment to get a recommendation

- You'll answer 13 questions.
- It will take around 10 minutes. Your responses will be anonymous.
- You'll receive guidance you can use to find the right treatment.

[Start the assessment](#)



**If you or a loved one are experiencing suicidal thoughts**

Call the National Suicide Prevention Lifeline to get help today [1-800-273-8255](tel:1-800-273-8255)

**If you or a loved one are experiencing a life-threatening emergency**

Call 911 or go to your nearest hospital

# Home Page Educational Content

## WHAT DOES HIGH-QUALITY ADDICTION TREATMENT LOOK LIKE?

High quality addiction treatment facilities should include ALL of these Shatterproof National Principles of Care®:

- **Fast Access to Treatment**  
You should be able to get treatment as soon as you're ready.
- **Personalized Evaluation and Treatment Plan**  
Treatment should consider your unique needs. One-size treatment does not fit all.
- **Access to Medications for Opioid or Alcohol Use Disorders**  
Treatment providers should work with you to find out if a medication, which is approved by the Food and Drug Administration (FDA), may be the best choice for treating your substance use disorder.
- **Effective Behavioral Therapies for Addiction**  
Certain behavioral health therapies—such as cognitive behavioral therapy and family behavior therapy—are proven to help manage and treat addiction effectively.
- **Long-term Treatment and Follow-up**  
Addiction treatment should include long-term management and follow-up, not just one-time treatment.
- **Coordinated Care for Mental and Physical Health**  
Your treatment plan should include treatment for other illnesses you may have, such as mental health (like depression or anxiety) and physical health conditions (like diabetes or hepatitis).
- **Additional Services to Support Recovery**  
Treatment is more successful when other circumstances also are addressed, such as housing, employment, and personal relationships.

[Read more about our Principles of Care®.](#)

## HOW ATLAS WORKS



# Example Search Results

## REFINE SEARCH

hide all | show all clear all

Within  miles of

Location

Search

Quality Data Provided

### - Substance Focus

Opioids (prescription or heroin)

Alcohol

[see more](#)

### + Payment Options

Private Insurance Accepted

### + Treatment Type

### + Facility Features

+ Coordinated Care for Mental and Physical Health

+ Medications for Opioid Use Disorder (OUD)

+ Medications for Alcohol Use Disorder (AUD)

Other Languages Spoken

## SEARCH RESULTS

APPLIED FILTERS:

clear all filters

Quality Data Provided ✕

Opioids (prescription or heroin) ✕

4 facilities match your search

sorted by distance

✦ SELECTED FACILITIES TO COMPARE:

clear selections

You have not yet added facilities to Compare. Select facilities below using the Add to Compare button.

### Healing Transitions

1251 Goode St  
Raleigh, NC 27603

1.3 miles  
away

919-838-9800

<https://www.healing-transitions.org>

TREATMENT TYPE(S):  
Residential Treatment

Add to Compare

### Sigma Health Services

2321 Crabtree Blvd  
Ste 250  
Raleigh, NC 27604

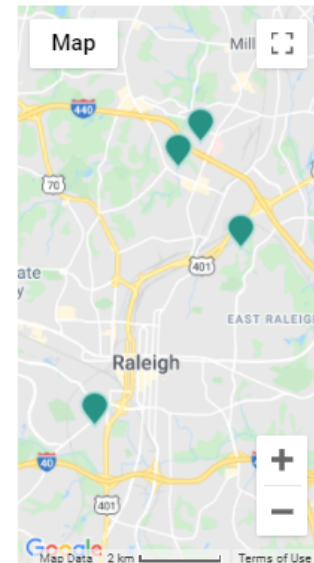
2.3 miles  
away

919-848-9108

<https://www.sigmahealthservices.com>

TREATMENT TYPE(S):  
SAMHSA-Certified Opioid Treatment Program (OTP), Outpatient Treatment, Intensive Outpatient

Add to Compare



### First Step Services, LLC

# Quality Measures Expanded

## SIGNS OF HIGH-QUALITY CARE

Data last updated 01/31/2020

This section indicates whether facilities offer services that align with the [Shatterproof National Principles of Care](#) © ⓘ.

- ✓ = Available / Meets Standards
- − = Service is not available at this facility's physical location but is available through another affiliated site.
- ✗ = Service is not available
- ? = Data are not available for the facility.

<b>Fast Access to Treatment</b>	Helps patients in other ways than inpatient/residential beds and...	
<b>Personalized Evaluation and Treatment Plan</b>	Examines all of the 6 critical components of the intake process to develop the treatment plan ⓘ	
<b>Access to Medications for Opioid or Alcohol Use Disorder</b>	Offers FDA-approved medication for opioid use disorder ⓘ	− Different Location + see more
	Provides Naloxone (e.g., Narcan, Evzio) onsite to patients at risk for overdose ⓘ	✗
	Offers FDA-approved medication for alcohol use disorder ⓘ	− Different Location + see more
	Offers medication for mental health	✗
<b>Effective Behavioral Therapies for Addiction</b>	Offers behavioral therapy that has been shown to help people with addiction ⓘ	✓ + see more
	Offers individual counseling	✓



# Patient Feedback

Patient Experience Survey data displays in facility profiles *once 20 responses have been collected*.

Patient feedback is collected via facility profiles and updated **every 24 hours** on the site.

## PATIENT REVIEWS

Leave a review

Data last updated 01/30/2020

Patient reviews include multiple choice questions and one narrative question. Reviews are published once 20 responses have been submitted for the facility. ⓘ

## Patient Experience

This section displays responses to the multiple choice questions and shows how frequently each option was selected for the facility next to the average across all facilities in the state.

Number of survey responses	FACILITY: <b>33</b>	MA: <b>1215</b>
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click sections to expand

How much have you been helped by the treatment you got here?		
RESPONDENTS WERE HELPED...	FACILITY:	MA AVERAGE:
+ "A lot"	<b>97%</b>	<b>80%</b>

Using any number from 0 to 10, where 0 is the worst treatment program possible and 10 is the best treatment program possible, what number would you use to rate this treatment program?

## Patient Feedback

This section displays narrative responses about patient experiences at the facility along with patient ratings (0 - 10) of the facility.

door on bathroom

RATED FACILITY AS: **10/10**



January 30, 2020

This place is wonderful

RATED FACILITY AS: **10/10**



January 10, 2020

Caring for patients well being.

RATED FACILITY AS: **10/10**



January 10, 2020

# Example Facility Comparison

	<p><b>The Hope Centre for Advancement, LLC</b></p> <p>701 Morreene Rd , Durham, NC 27705</p> <p><b>919-383-0426</b></p>	<p><b>North Carolina Recovery Support Services</b></p> <p>1001 Navaho Dr Ste GL103 , Raleigh, NC 27609</p> <p><b>919-431-9874</b></p> <p><a href="https://www.northcarolinarecovery.com">https://www.northcarolinarecovery.com</a></p>	<p><b>Morse Clinic of Zebulon</b></p> <p>877 E Gannon Ave Ste 103 , Zebulon, NC 27597</p> <p><b>919-269-7343</b></p> <p><a href="https://www.morseclinics.com">https://www.morseclinics.com</a></p>
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**Facility Features:**

Displaying Treatment Quality Data for:	All Facility Treatment Types	Outpatient Treatment Only	All Facility Treatment Types
Treatment Types Offered ⓘ:	Outpatient Treatment, Intensive Outpatient	Residential Treatment, Outpatient Treatment, Intensive Outpatient	SAMHSA-Certified Opioid Treatment Program (OTP), Outpatient Treatment
Substance Focus:	PCP/hallucinogens, Opioids (prescription or heroin), Methamphetamines and other amphetamines/stimulants, Marijuana/hashish, Cocaine/crack, Alcohol	Opioids (prescription or heroin), Methamphetamines and other amphetamines/stimulants, Cocaine/crack, Benzodiazepines and other tranquilizers, Barbiturates and other sedatives/hypnotics, Alcohol	Opioids (prescription or heroin)

## SIGNS OF HIGH-QUALITY CARE

This section indicates whether facilities offer services that align with the [Shatterproof National Principles of Care](#) ⓘ.

	The Hope Centre for Advancement, LLC	North Carolina Recovery Support Services	Morse Clinic of Zebulon
<p><b>Fast Access to Treatment</b></p> <p>Offers same day or walk-in appointments</p> <hr/> <p>Helps patients in other ways if inpatient/residential beds are not available <a href="#">+ see more</a></p>	<p>✗</p> <hr/> <p>Not Applicable ⓘ</p>	<p>✗</p> <hr/> <p>Not Applicable ⓘ</p>	<p>✓</p> <hr/> <p>Not Applicable ⓘ</p>
<p><b>Personalized Evaluation and Treatment Plan</b></p> <p>Examines all of the 6 critical factors during the intake process to develop the</p>	<p>✗</p>	<p>✓</p>	<p>✓</p>

# Exploring TreatmentATLAS.org

Addiction Treatment Needs Assessment

Educational content

Searching for a facility (near Raleigh, for example)

Viewing a facility profile

High quality

Mixed quality

Comparing facilities



# How can employers use ATLAS?

- ✓ Add ATLAS as a resource for **Employee Assistance Programs**.
- ✓ Encourage employees to use ATLAS to **take an assessment** about the appropriate type of treatment for themselves or a loved ones.
- ✓ Encourage employees to select **appropriate, high-quality, in-network care** using the assessment and search features.
- ✓ **Identify high-performing providers** and support adoption of evidence-based best practices among lower-performing providers.
- ✓ **Align benefits with quality** and promote value-based payment models.
- ✓ **Identify geographic gaps** in access to high-quality treatment.
- ✓ Review the quality of providers **prior to entering into in-network agreements**.

# Why now?

## Monthly overdoses grew dramatically during the pandemic

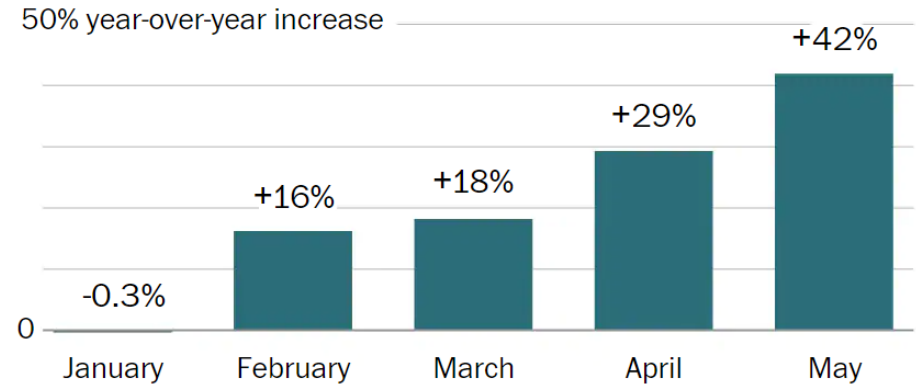
For every **10** suspected overdoses reported to ODMAP in **May 2019** ...



... **14** overdoses were reported in **May 2020**.



Overdoses increased up to 42% per month during the pandemic, as compared to the same months in 2019.



Note: Percent growth references the 1,201 agencies reporting to ODMAP by January 2019.

Source: ODMAP

ALYSSA FOWERS/THE WASHINGTON POST

COVID-19 has resulted in a “perfect storm” for people with addiction. The social, economic, and psychological distress stemming from necessary precautions to slow COVID-19 are known risk factors for developing an addiction. People with addiction need help.

# Additional questions or comments?

Thank  
you!

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